

IN THE CLAIMS

Please withdraw Claims 66 – 78 pending Applicant's traversal as follows:

5 1. – 35. (Canceled)

36. (Previously presented) A method for facilitating a hotel reservation, comprising:
populating a computer database with a plurality of participating bidders;
configuring a plurality of reverse auction parameters on one or more computer servers;
providing an online form to receive postings from a plurality of potential buyers via a

10 network connection;

performing a reverse auction on said one or more computer servers in accordance with at
least one said reverse auction parameter to order a plurality of bids from said plurality of
participating bidders;

15 transmitting an offer via said network connection to at least one of said plurality of
potential buyers, wherein said offer comprises an accepted bid;

wherein said reverse auction allows at least one of said participating bidders to submit
more than one said bid in response to said posting;

20 providing contact information via said network connection for a bidding party of said
accepted bid to said at least one of said plurality of potential buyers to enable direct
communication with said bidding party of said accepted bid to complete the transaction; and

providing an administrative monitoring application that communicates with said
computer database in order to access information associated with said plurality of participating
bidders as well as monitor the status of commissions associated with a completed hotel
reservation.

25 37. (Previously presented) The method of Claim 36, wherein at least one bid in said
plurality of bids comprises an automated bid.

38. (Previously presented) The method of Claim 36, wherein said plurality of bids
includes a first bid and a second bid, wherein said plurality of participating bidders comprises a
first bidder and a second bidder, and wherein said first bid is hidden from said second bidder.

30 39. – 58. (Cancelled)

59. (Previously presented) The method of Claim 37, wherein said automated bid comprises said accepted bid and said accepted bid is confirmed through multiple online hotel booking engines.

60. (Previously presented) The method of Claim 36, wherein said contact information is not provided for said bidding party until said at least one of said plurality of potential buyers completes a qualification confirmation procedure.

61. (Previously presented) The method of Claim 60, wherein said qualification procedure comprises receiving information associated with a credit card.

62. (Previously presented) The method of Claim 60, wherein said qualification procedure comprises receiving a telephone call from said at least one of said plurality of potential buyers.

63. (Previously presented) The method of Claim 36, wherein said act of transmitting an offer via said network connection to at least one of said plurality of potential buyers comprises transmitting a bid notification email.

64. (Previously presented) The method of Claim 36, wherein said online form is provided on both a parent site and a private label site.

65. (Previously presented) The method of Claim 36, further comprising:
providing a participating bidder information page to at least a portion of said plurality of participating bidders, said participating bidder information page sharing information associated with said reverse auction between said at least a portion of said plurality of participating bidders.

66. (Withdrawn) A method for facilitating a hotel reservation, comprising:
populating a computer database located on one or more computer servers with a plurality of participating bidders, said act of populating including information received via a hotel registration account page;

providing an online form to receive postings from a plurality of potential buyers via a network connection, said online form being provided on both a parent site and a private label site;

performing a reverse auction on said one or more computer servers so as to receive a plurality of bids from said plurality of participating bidders;

transmitting an offer via said network connection to at least one of said plurality of potential buyers, wherein said offer comprises a received bid from at least one of said plurality of participating bidders; and

5 providing a participating bidder information page via said network connection to at least a portion of said plurality of participating bidders, said participating bidder information page containing information associated with said reverse auction between said at least a portion of said plurality of participating bidders.

67. (Withdrawn) The method of Claim 66, wherein said hotel registration account page permits individual ones of said plurality of participating bidders to specify a threshold
10 parameter, said threshold parameter governing whether or not a given participating bidder should be included in a given reverse auction.

68. (Withdrawn) The method of Claim 67, wherein said threshold parameter comprises a number of rooms requested for said given reverse auction.

69. (Withdrawn) The method of Claim 66, wherein an individual one of said postings
15 comprises a listing of multiple destinations in a single booking post.

70. (Withdrawn) The method of Claim 66, wherein at least one of said one or more servers further comprises a bidding entity, said bidding entity capable of submitting an automated bid to said posting.

71. (Withdrawn) The method of Claim 66, wherein said received bid further
20 comprises an accepted bid and said accepted bid does not necessarily comprise a lowest bid from said one or more bids.

72. (Withdrawn) The method of Claim 66, wherein:
said plurality of participating bidders comprises a first bidding party and a second bidding party, and said plurality of bids comprises a first bid and a second bid; and
25 wherein said first bid is submitted by said first bidding party, and said second bid is submitted by said second bidding party.

73. (Withdrawn) The method of Claim 72, wherein said first bid is hidden from said second bidding party.

74. (Withdrawn) The method of Claim 72, wherein said first bid is shown to said
30 second bidding party.

75. (Withdrawn) The method of Claim 66, wherein said act of providing said participating bidder information page via said network connection to at least a portion of said plurality of participating bidders is determined based at least in part on whether or not an individual bidder has selected to share information associated with its respective bid.

5 76. (Withdrawn) A method for facilitating a hotel reservation, comprising:
populating a computer database located on one or more computer servers with a plurality of participating bidders;

providing an online form to receive a posting from a potential buyer via a network connection;

10 performing a reverse auction on said one or more computer servers so as to receive a plurality of bids from said plurality of participating bidders;

providing a bidding entity executable on at least one of said one or more servers, wherein said bidding entity submits an automated bid for at least one of said plurality of participating bidders in response to said received posting; and

15 providing a potential buyer information page via said network connection to said potential buyer, said potential buyer information page sharing information associated with said plurality of bids to said potential buyer;

wherein said information on said potential buyer information page includes information that enables said potential buyer to determine whether or not a given one of said plurality of bids
20 has been automatically submitted.

77. (Withdrawn) The method of Claim 76, wherein said automated bid comprises an accepted bid and said accepted bid is confirmed through multiple online hotel booking engines.

78. (Withdrawn) The method of Claim 77, wherein different conditions apply to said potential buyer based on whether an accepted bid is automated or non-automated.